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CLAIMS

We claim:

A method for automatically updating an original URL stored in a bookmark storage area of a web browser, comprising the steps of:

inserting a redirect URL in an encoded web page representation associated with said original URL;

reading said encoded web page representation with said browser; and replacing said original URL stored in said bookmark storage area with said redirect URL.

- 2. A method as set forth in claim 1, further comprising the step of: inserting said original URL as a history URL in said bookmark storage area.
- 3. A method as set forth in claim 2, further comprising the steps of: sending an invalid URL indication to said browser when said redirect URL is invalid; and

when said invalid URL indication is received by said browser, directing said browser to the address identified by said history URL.

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- 4. A method as set forth in claim 1, wherein said replacing step is effected at the option of a user of said web browser.
- 5. A method as set forth in claim 1, wherein said encoded web page representation is encoded in HTML.
- 6. A method as set forth in claim 1, wherein said encoded web page representation is encoded in XML.
- 7. A method as set forth in claim 1, wherein said reading and replacing steps are executed periodically for all stored URLs by invoking an automatic update program.
- 8. A computer program product for automatically updating an original URL stored in a bookmark storage area of a web browser, comprising the steps of:

inserting a redirect URL in an encoded web page representation associated with said original URL;

reading said encoded web page representation with said browser; and replacing said original URL stored in said bookmark storage area with said redirect URL.

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9. A computer program product as set forth in claim 8, further comprising the step of:

inserting said original VRL as a history URL in said bookmark storage area.

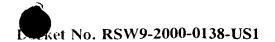
10. A computer program product as set forth in claim 9, further comprising the steps of:

sending an invalid URL indication to said browser when said redirect URL is invalid; and

when said invalid URL indication is received by said browser, directing said browser to the address identified by said history URL.

- 11. A computer program product as set forth in claim 8, wherein said replacing step is effected at the option of a user of said web browser.
- 12. A computer program product as set forth in claim 8, wherein said encoded web page representation is encoded in HTML.
- 13. A computer program product as set forth in claim 8, wherein said encoded web page representation is encoded in XML.

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- 14. A computer program product as set forth in claim 8, wherein said reading and replacing steps are executed periodically for all stored URLs by invoking an automatic update program.
- 15. A system for automatically updating an original URL stored in a bookmark storage area of a web browser, comprising the steps of:

inserting a redirect URL in an encoded web page representation associated with said original URL;

reading said encoded web page representation with said browser; and replacing said original URL stored in said bookmark storage area with said redirect URL.

- 16. A system as set forth in claim 15, further comprising the step of: inserting said original URL as a history URL in said bookmark storage area.
- 17. A system as set forth in claim 16, further comprising the steps of:
 sending an invalid URL indication to said browser when said redirect URL is invalid; and

when said invalid URL indication is received by said browser, directing said browser to the address identified by said history URL.



- 18. A system as set forth in claim 15, wherein said replacing step is effected at the option of a user of said web browser.
- 19. A system as set forth in claim 15, wherein said encoded web page representation is encoded in HTML.
- 20. A system as set forth in claim 15, wherein said encoded web page representation is encoded in XML.
- 21. A system as set forth in claim 15, wherein said reading and replacing steps are executed periodically for all stored URLs by invoking an automatic update program.